

**CE Instructions for  
WD4272R: How Nurses and Medical Assistants Can Foster a  
Culture of Immunization in the Practice  
(Credit expires 12/4/2023)**

**To receive continuing education (CE)**

In order to receive continuing education (CE) for WD4272R *How Nurses and Medical Assistants Can Foster a Culture of Immunization in the Practice*, please visit [TCEO](#) at [www.cdc.gov/getCE](http://www.cdc.gov/getCE) and follow the [9 Simple Steps](#) by 12/4/2023. Pass the posttest at 80%.

If you have any questions or problems, contact CDC/ATSDR Training and Continuing Education Online via email at [ce@cdc.gov](mailto:ce@cdc.gov). You may also contact the CE Coordinator at NCIRD, Melissa Barnett at [MBarnett2@cdc.gov](mailto:MBarnett2@cdc.gov)

**PROGRAM DESCRIPTION:** Research shows that healthcare professionals are the most trusted source of information for parents when it comes to vaccines for their child. Nurses and medical assistants have a key role to play in improving vaccine acceptance and fostering a culture of immunization in the practice as they are in contact with parents throughout the office visit. This CE activity features practical strategies to improve vaccination rates in the practice, including how to deliver clear and concise vaccine recommendations and address parents' frequently asked questions. By highlighting key points before, during, and after a patient's visit to support vaccine conversations, this presentation will reinforce best practices for improving vaccination rates. Find out how to develop a culture of immunization in your practice.

**OBJECTIVES:** At the conclusion of the session, the participant will be able to:

Describe strategies nurses, medical assistants, pharmacists, and other healthcare professionals can utilize to foster a culture of immunization where all members of the practice work together to successfully communicate with parents and patients about childhood and adolescent vaccinations.

Describe the burden of vaccine-preventable diseases and the benefits of vaccination, including the role of vaccination in keeping children healthy.

Describe how to deliver clear and concise vaccine recommendations for boys and girls ages 0-18, including flu vaccine during flu season.

Describe strategies to improve competence of healthcare professionals around addressing parental concerns regarding childhood and adolescent vaccinations, including how to handle conversations during outbreaks.

Increase awareness of resources to facilitate vaccine conversations with parents.

**FACULTY/CREDENTIALS:**

Virginia Chambers, CMA, Department Faculty Chair and Program Director, Medical Assisting Program at Portland Community College  
Andrea Polkinghorn, RN Enterprise Immunization Strategy Leader, Sanford Health

**ORIGINATION DATE:** 12/4/2019

**RENEWAL DATE:** 12/4/2021

**EXPIRATION DATE:** 12/4/2023

**URL:** <https://www.cdc.gov/vaccines/ed/hpv/index.html>

**HARDWARE/SOFTWARE:** Computer Hardware; Internet connection; Browser;

**MATERIALS:** None

**TARGET AUDIENCE:** Administrators, CHES certified health educators, Physicians, Epidemiologists, LPNs, LVNs, Medical assistants, medical students, NPs, nurse technicians, other health educators, Pharmacists, PAs, program managers RNs

**PREREQUISITES:** Participants should have a basic educational background in science including general knowledge in the subject areas of biology, immunization and vaccine-preventable diseases.

**FORMAT:** This course is Enduring material.

## ACCREDITATION STATEMENTS:



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